
MIT Job Description

Job Title: Mgmt 2, Admissions	Position Title: Associate Director, Marketing, Admissions
Reports to: Senior Associate Director	% Effort or Wkly Hrs: 100%
Department: Sloan Admissions	
Date: September, 2020	

Position Overview:

The associate director of marketing leads the team that is responsible for planning, creating and implementing strategic marketing for the MIT Sloan Master's programs (MBA, MFin, MBAn, Sloan Fellows MBA, LGO, and MSMS). This individual collaborates with program offices and the recruiting, operations, and evaluation teams within Admissions. The associate director develops and manages relationships with internal and external stakeholders, such as social influencers, consultants, and vendors. They are responsible for the day-to-day management of the marketing staff with ultimate oversight of websites, communications, and printed materials in effort to align platforms, drive event attendance, increase diversity of the prospect pool. They are directly responsible for all efforts in the realm of digital marketing and online advertising. The associate director of marketing is a member of the admissions committee.

Principal Duties and Responsibilities:

- 1. Strategic oversight of digital marketing/advertising (20%):*
 - Serve as the team-wide strategist for our digital marketing efforts. Manage relationships with digital advertising agencies, maintain good systems and procedures.
 - Manage external relationships for MBA, SFMBA, MBAn and MFin to integrate traditional marketing mediums with digital marketing.
 - Partner with program offices on all marketing efforts.
 - Optimize website and social media channels for SEO.
 - Develop, evaluate and oversee the implementation of A/B testing for digital ads.
 - Design digital media campaigns aligned with admissions goals.
 - Coordinate the creation of digital content.
 - Liaise with office of communications to ensure brand consistency.
 - Monitor KPIs
- 2. Team Leadership (20%):*
 - Manage the marketing team, including one assistant director, two coordinators, and several temporary employees. This includes recruiting and hiring when necessary, supervising, providing feedback and coaching, conducting annual reviews, and fostering professional development.

3. *Admissions Committee member (20%):*

- Evaluate applications using MIT Sloan admissions methodology and software (Slate)
- Conduct admission interviews using MIT Sloan interviewing methodology
- Participate in admissions calibration meetings to evaluate applicants

4. *Social Influencer relationship development (10%):*

- Identify new opportunities to increase awareness of MIT Sloan degree programs with social media influencers and organizations.
- Build and maintain relationships with social influencers such as Poets and Quants, Clear Admit, MSFHQ, Quantnet, AIGAC, and others.
- Manage diversity marketing relationships with influencers such as the Forte Foundation, Veterans organizations, and organizations for underrepresented minorities.
- Manage marketing initiatives and relationship building with key internal affinity groups such as the Sloan Veterans Club and Sloan Women In Management.

5. *Content strategy (10%):*

- Manage and oversee all printed brochures and collaborate with vendors on design, messaging, and imagery.
- Collaborate with admissions recruiting team to develop content strategy for presentations and event promotional activities
- Oversee website content strategy to align with each program's goals
- Manage content strategy for all prospect, applicant, and admit email communication plans.
- Develop strategy for conversion marketing materials

6. *Other Admissions Initiatives (10%):*

- Participate in and deliver presentations to prospective candidates at on-campus and off-campus recruiting events, domestically and internationally at college fairs, forums, panels, etc. Present at MIT Sloan hosted recruiting events and jointly with peer school colleagues at other recruiting events.
- Prospect relationship management, including encouraging high potentials and admitted students to apply to and enroll in the program, through e-mail correspondence, counseling walk-ins and liaising with student activities groups, etc.
- Attend bi-weekly admissions status meeting and report out on behalf of Marketing Team
- May travel up to 20% of the time; including evening meetings and occasional weekends.
- Other duties as needed or required.

7. *Social media management (5%):*

- Manage social media strategy and tactics: Manage, track performance and provide recommendations on social media content across Facebook, Twitter, LinkedIn and YouTube.
- Maintain a strong presence through the student and admissions director's blogs.
- Manage Social and CRM analytics: oversee monthly, quarterly and annual reports for SEO and social media results.

8. *Program messaging and School branding champion (5%):*

- Brand management: Ensure consistent brand messaging across marketing channels.
- Lead strategic messaging for all admissions activities, including but not limited to our Admissions Directors blog, integrated social media and advertising initiatives.
- Create marketing messages to customize recruiting presentations to prospective applicants in all programs, across all affinity groups.

Supervision Received:

Reports to the senior associate director of marketing. This position requires ability to contribute independently with minimal supervision.

Supervision Exercised:

Supervises and oversees the work of an assistant director, 2 coordinators, student interns, and several temporary workers.

Qualifications & Skills:

REQUIRED EDUCATION & EXPERIENCE:

- Bachelor's degree
- Minimum 3 years of college admissions work experience
- Supervisory experience
- Event Planning

PREFERRED EDUCATION & EXPERIENCE:

- Master's degree
- Strong project management skills including scoping and leading complex projects, setting priorities, meeting deadlines, motivating project teams, and managing budgets. Experience working with and managing freelancers, vendors, photographers, videographers, etc.
- Knowledge of social media and website metrics and best practices
- Solid leadership, interpersonal, and presentation skills.
- Marketing experience
- The ability and desire to work autonomously in a fast-changing in a team environment in a flat organization and to function equally well as an initiator, facilitator and implementer.
- An appreciation of diverse cultures and backgrounds and the ability to communicate effectively with a wide variety of constituencies.
- Ability to work with/within a diverse community by modeling and promoting the values of MIT, including advocating for and demonstrating an understanding of the qualities that promote and sustain such a community
- Must have experience and be comfortable with domestic and international travel.
- Deals with confidential information and/or issues using discretion and judgment.
- Excel and PowerPoint proficiency. Experience with a CMS (WordPress, Drupal) and CRM (Slate) highly desired.

Competencies:

- Strong desire to **Contribute** – manages ambiguity and navigates change; demonstrates desire and drive for learning; is self-directed and proactive
- Willingness to **Collaborate** – works toward team success; collaborates with others; communicates openly and effectively
- Passion to **Engage** within the community – act with caring and a sense of community; fosters innovation and experimentation; builds diversity and inclusion
- Ability to **Lead** – focuses on impact and outcomes; influences others, initiates and sustains change
- Experience **Managing** others – supports a culture of experimentation; effective at influencing others; effective at coaching and developing others